

SLC Communication Plan

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CRM-4FSA Outreach Plan

Media/Activity	Audience/ Community	Key Message	Timeline	Status (C, I)	Activity Owner	Priority (H, L, M)	Budget	Comments
Publications	Students, Schools, FP, etc.	Change all student phone #s to 1-800-4FED-AID	July 2002 - July 2003		Erin Wooten	M		Identifying contacts responsible in each channel, enterprise and Operating Partner, TTY & International numbers remain the same.
Websites	Students, Schools, FP, etc.	Change all student phone #s to 1-800-4FED-AID	July 2002 - July 2003		Erin Wooten	M		Identifying contacts responsible in each channel, enterprise and Operating Partner, TTY & International numbers remain the same.
NASFAA Conference	Student Financial Aid Administrators	Status, 1-800-4FED-AID, CRM4FSA awareness	7/02 and each July	Bookmarks being created for	MK	H	TBD	National Association of Student Financial Aid Administrators; could distribute mkg items
EAC Conference	Title IV participating institutions (i.e, FSA schools, venders, lenders, guarantee associations, etc)	Status, 1-800-4FED-AID, CRM4FSA awareness	11/02 - 12/02, & each Nov & Dec		TBD	L	TBD	Electronic Access Conference - conference focuses primarily upon technological innovations in the delivery of federal student aid. (Everything from web changes to paperless processes), could distribute mkg items
Spring Conference	FSA Schools (mostly of Direct Loan institutions)	Status, 1-800-4FED-AID, CRM4FSA awareness	3/03 and each March		TBD	L	TBD	coud distribute mkg items
Marketing Conferences (other)	depends	Status, 1-800-4FED-AID, CRM-4FSA awareness	throughout year		TBD	L	TBD	coud distribute mkg items
SAIG Communication System Broadcast Message	Schools	1800-4FED-AID	TBD		FSA: Cindy Battle	L		Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux
CAMS: distribute information at conferences or to schools	All borrowers and Schools	1800-4FED-AID	TBD	* CC to provide estimate for conference material * Work with John Pierson (confirm okay to use John's time with Connie Kaschub). Develop and provide to CAMS a fact sheet, giveaways and demo	FSA: John Pierson and Mike Swain	L	14000; 7 conference s at \$2000 per conference ; (budget for 5 years)	Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux

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Postcard to PLUS borrowers, foreign addresses, etc.	Parents or targeted groups of borrowers	1800-4FED-AID	Each May	* Draft exists; CC to design a better postcard; providing estimate. Messages tailored to audience. Message approved by Don and La Teata on 12/14 * Provide copy to Don and La Teata when provided by CC for final approval	ACS: Eric Kasper	L	10 mailings of 30,000 each at .35 per mailing = 105000;(budget for 5 years)	Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux
Dept of Education Websites (e.g. ifap.ed.gov, Students Portal)	General public	1800-4FED-AID	TBD	* Jonathan identifying process for posting messages to web. Stacy started steps to get on Students Portal's release 1.5 targeted for June. * Work with web contacts to identify if changes can be made. Send justification for why be on 1.5 release so can be approved by Mary Kay and project mgt.	Students Portal - Comm Team with Eliud	M		Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux
FAFSA online	General public	1800-4FEDAID	TBD	* Jonathan identifying process for posting messages to web * Work with Martin Renwick to identify if changes can be made	FSA	M		Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux
Existing correspondence (e.g. interest rate letter) tagline at bottom advertising web	All borrowers	1800-4FED-AID	When correspondence is sent)	Jonathan/Stacy working with Misty in letter reengineering	ACS: Misty Karnasuta	M		Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux
Info Pak for Schools financial aid office (poster, FAQ, article for school paper)	DL schools	1800-4FED-AID	Each April/May	* Jonathan identifying who has done info paks to schools in the past. CC to provide estimate for developing poster. * Work with DL Servicing team to develop FAQs and article	Comm Team	L	\$24,000 (needs to be revised based on CC estimate)	Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux

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FastFax for schools	DL schools	1800-4FED-AID	Each April/May	* Talked with David Hebrank - he will be expecting content to input into FastFax template. * Draft content for FastFax and send to David Hebrank for approval process.	FSA: Cindy Battle	L		Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux
Advertisements, online or paper (e.g. US News, Symplicity)	General public	1800-4FED-AID	Beginning May 2002	* Not started - don't move on until verify with Wunderman survey; CC to provide estimate for developing * Laura to provide contact information for Symplicity and US News. All advertisements would have to be approved by OGC and ED.	Comm Team	L	\$150,000 (budget for 5 years)	Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux
DLSC Outreach Messages	General public	1800-4FED-AID	TBD	* Script drafted. Will wait to use scripts until get approval to communicate. * Coordinate script usage with Fast Fax	AFSA: Deb Lapaglia	M		Part of eServicing Com Plan - possible area of collaboration - talk with Stacy Roux
Telephony servcies	General public	All key messages	TBD	Will speak with Kim Baden		M	N/A	Spoke to Kim ...planning on sending email to follow up.

CRM-4FSA Communication Plan - Mod Partner

Media/Activity	Audience/ Community	Key Message	Timeline	Status (C, I)	Activity Owner	Priority (H, L, M)	Budget	Comments
Octel Updates	CRM 4FSA Team	Project Updates including Major Accomplishments, New Team Members, Team Members Rolling Off, etc.	Weekly	On Going	Erin Wooten	H	NA	Wednesdays
Mod Partner News Articles	Mod Partner Engagement	Article should address how CRM4FSA is assisting FSA in achieving their goals.	Monthly	Articles due to PMO by 15th of every month.	Erin Wooten	H	NA	Before submittal, approval needed by Christy Grabowski and Jim Laychak
Munch Your Lunch Q&A Series with Partner/AP	CRM 4FSA Team	Tate and Laychak answer questions from CRM4FSA Q&A participants.	Bi-Weekly	On Going	Erin Wooten	H	NA	Locations: Tuesdays - D.C., Wednesdays - Reston Reminders Sent out 1 week in advanced (If budget restrictions are removed, small budget for desert and drink refreshments.)
All Hands Meeting	CRM 4FSA Team	Update on All Major Activities, Accomplishments, Team Building, Trainings, etc..	Bi-Monthly	On Going	Erin Wooten	H	Yes	1st Reminder - 3 wks in advan. 2nd Reminder - 2 wks in advan. 3rd Reminder - 1 day in advan. Event - Wednesdays
Lunch n Learns	Mod Partner Engagement	Project Overview, ties into other projects	Semi-Annually	On Going	Erin Wooten	M	NA	Wednesday - August 7th
Email Updates	CRM 4FSA Team	Project Updates, Changes, or Important Information	As Needed	On Going	Erin Wooten	L	NA	As Needed (Preferrably Fridays)
Essential Document Distribution	CRM 4FSA Team	Send summary of all project relevant documents, deliverables, or templates.	Bi-Weekly	On Going	Erin Wooten	L	NA	Fridays

CRM-4FSA Communication Plan - Operating Partners

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